



Dunlop Park Angus Stud

URL: www.tassie.net.au/~bstewart/dunlop.park.html

This business uses electronic commerce technologies to:

- provide a basic home page
- reach business contacts
- form international business alliances.

Rural family business

Dunlop Park Angus Stud is a family-run farm located in the north-west of Tasmania. The farm specialises in the production of beef stock for the beef industry. The family has had ties with the farming industry for more than 100 years. The farm still continues to run as a family business. Each year the farm holds a sale of their Angus stock. The Angus cattle are graded to a set standard known to Angus cattle breeders. The standard depicts the genetic composition of the cattle.

Online stock catalogue

Traditionally, **Dunlop Park Angus Stud** produced a booklet which described all past genetic information and past particulars of their breed stock. This information is now also published on the Internet via the Dunlop Park Angus Stud's own Web site which Brian Stewart created on his own, six months ago. The Dunlop Park Angus Stud Web site is one of only a handful of Web sites dedicated to Angus cattle breeding. The Web site has attracted enquiries from all over the world, particularly the USA. "I was surprised how easy it was to create our Web page", said Brian Stewart.

Obtaining a breeding advantage

Dunlop Park Angus Stud has only one computer which is used to update the electronic and paper based booklet and to search the Internet for information about Angus breeders around Australia and the world. By searching the Internet, Brian was able to find an American company that exports Angus sperm. The US Web site provides genetic information about the sperm which can then be acquired for artificial insemination. Brian believes that if he combines the American bloodlines with his current breeding stock, it may well give his family's business a distinct advantage over other breeders in Australia and other parts of the world.

Providing stud information

The Internet has provided a viable alternative for disseminating stock information to prospective cattle customers. It has provided an avenue to discuss Angus breeding with other

breeders around the world. The Internet is used as an alternative marketing strategy to promote essential information about the Dunlop Park Angus Stock. The Internet has been a valuable resource for information gathering and this information has added value directly into **Dunlop Park Angus Stud**.

Problems

Brian Stewart tried some two years ago to connect to the Internet. Unfortunately, the phone line connection to the Internet Service Provider (ISP) was unreliable at the time and unable to host an Internet connection. Currently the reliability of the phone lines for data communication is significantly better. Brian Stewart can now add a slice of electronic commerce to his family-run business.